(19) Europäisches Patentamt
European Patent Office
Office européen des brevets

(11) EP 1 489 529 A1

(12) EUROPEAN PATENT APPLICATION

(43) Date of publication:
22.12.2004 Bulletin 2004/52

(51) Int Cl.[7]: **G06F 17/30**, G06F 17/60

(21) Application number: **04253389.3**

(22) Date of filing: **07.06.2004**

(84) Designated Contracting States:
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LU MC NL PL PT RO SE SI SK TR
Designated Extension States:
AL HR LT LV MK

(30) Priority: **18.06.2003 US 465770**

(71) Applicant: **Ingenio, Inc.**
San Francisco, CA 94111 (US)

(72) Inventors:
- **Faber, Scott**
  San Francisco, CA 94109 (US)
- **Hirson, Ron**
  San Francisco, CA 94109 (US)
- **Altberg, Ebbe**
  Mill Valley, CA 94941 (US)
- **Van der Linden, Sean**
  San Francisco, CA 94109 (US)

(74) Representative: **Dixon, Philip Matthew**
Frank B. Dehn & Co.
179 Queen Victoria Street
London EC4V 4EL (GB)

(54) Method and apparatus for prioritising a listing of information providers

(57) A method and apparatus for prioritising a listing of information providers according to a fee value and availability status indicated for the information providers, and providing a set of one or more information provider identifiers that satisfy a request for a type of information provider that has been received from a user over the Internet. The set of information provider identifiers are ranked according to their associated fee values and availability status. A set of one or more files are generated to display the set of information provider identifiers. The set of files are transmitted to the user, and the user is provided access to an information provider identified by one of the set of information provider identifiers.

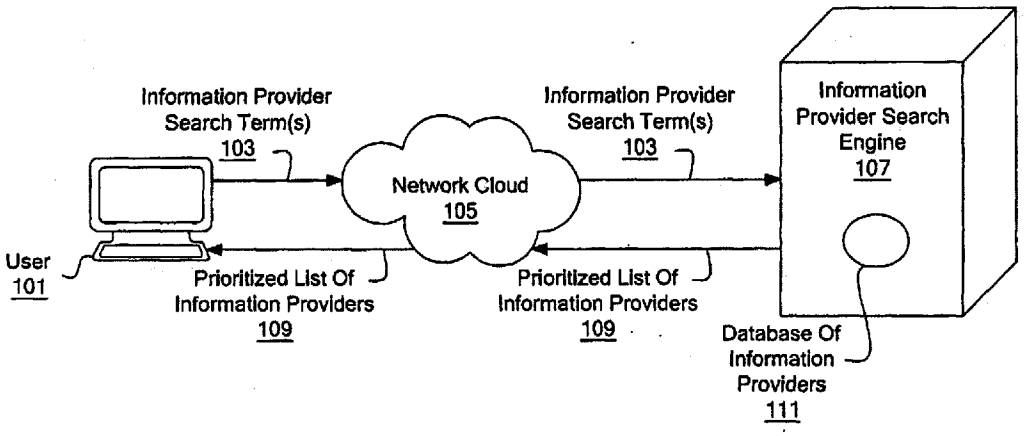


FIG. 1

EP 1 489 529 A1

Description

[0001] The invention relates to the field of accessing information online. More specifically, the invention relates to providing access to information providers online.

[0002] Information providers, such as therapists, computer technicians, tax advisors, etc., have increasingly been delivering their services through the Internet and telephone. Information providers can advertise their services online for viewing by Internet users. In addition, users can search for information providers with conventional search engines.

[0003] Once the user finds a desired information provider and selects the information provider, the user can contact that person for services delivered immediately through the Internet or telephone. For example, a customer selects a therapist from a list of therapists displayed online. The selected therapist is offering an instant consultation fee of $1 per minute or $50 for a full one-hour session. The therapist's advertisement displays an indicator of real-time availability - such as a green light - that indicates that this therapist is ready to perform the consultation at the present time. The customer can contact the therapist by clicking an on-screen button that initiates a telephone call or video chat session. The customer can then receive the consultation and pay the therapist automatically online.

[0004] In such an online system, the information provider signals to the customer when the information provider is ready to deliver services. Otherwise, a customer may initiate contact while the therapist is not available. The information provider manages the online indicator of his/her availability, informing the system when he/she is ready to communicate with customers. For example, when the therapist is out to lunch, he/she uses the online system to change the availability indicator from green to red, informing everyone that this information provider is no longer available at the present time.

[0005] Search engines typically provide advertisers with the ability to place advertisements according to specific keywords. A seller of antique vases, for instance, will pay the search engine to display his/her advertisement when a customer searches on the keyword "vases." In order to sell keyword advertising most efficiently, search engines will typically use a bidding system, in which advertisers bid in order to have their advertisements appear more prominently, or higher in an ordered list, than competing advertisers. Other bidding systems take into account the popularity of certain advertisers among customers, and factor in this popularity as well as bid amounts into the ranking of advertisers.

[0006] These bidding systems, however, fail when it comes to displaying information providers rather than advertisements for objects or web sites. This is because information providers are human and are not always available to provide services - they may be busy with another customer or out to lunch. If a search engine were to use a typical bidding system in order to display information providers, the top bidders, and therefore the top service advertisements, are likely to be unavailable information providers. This would be a dead-end result for the customer.

[0007] Therefore, a need exists for a combination of a bidding mechanism and an additional criteria to determine the order that information provider advertisements are to be displayed.

[0008] A method and apparatus for prioritising a listing of information providers is described.

[0009] According to a first aspect, the present invention provides a computer implemented method comprising in response to receiving from a user a request for a type of information provider, identifying a set of one or more information providers that satisfy the request; prioritising the set of information providers in accordance with a set of one or more fee values associated with the set of identified information providers and a set of one or more availability status values associated with the set of identified information providers; providing the prioritised set of identified information providers for display according to their priority; and providing access to a selected one of the prioritised set of identified information providers in response to a request for communication from the user.

[0010] According to a second aspect, the present invention provides a computer implemented method comprising receiving a request for a type of information provider; retrieving information provider information that includes a fee value, an availability status, and an information provider identifier for each of a set of one or more information providers that satisfy the request for the type of information provider; prioritising the information provider information according to the fee value and the availabili ty status indicated for each of the set of information providers; and listing the prioritised set of information provider information on a web page that provides initiation of real time communication to the set of information providers.

[0011] According to a third aspect, the present invention provides a computer implemented method comprising retrieving a set of one or more information provider identifiers that satisfy a request for a type of information provider that has been received from a user over the Internet; ranking the set of information provider identifiers according to their associated fee values and availability status; generating a set of one or more files to display the set of information provider identifiers; transmitting the set of files to the user; and providing the user access to an information provider identified by one of the set of information provider identifiers.

[0012] According to a fourth aspect, the present invention provides a machine readable medium having stored thereon a set of instructions, which when executed by a processor, cause the processor to perform any of the above described methods.

[0013] Preferably, the listing of information providers is prioritised according to a fee value and availability sta-

tus indicated for each information provider. The method may also comprise retrieving a set of one or more information provider identifiers that satisfy a request for a type of information provider that has been received from a user over the Internet. The set of information provider identifiers may be ranked according to their associated fee values and availability status. A set of one or more files are generated to display the set of information provider identifiers. The set of files are transmitted to the user, and the user is provided access to an information provider identified by one of the set of information provider identifiers.

[0014] The invention may best be understood by referring to the following description and accompanying drawings that are used to illustrate embodiments of the invention. In the drawings:

Figure 1 is an exemplary diagram of a network including an information provider search engine according to one embodiment of the invention.
Figure 2 is a conceptual diagram of an exemplary database of information providers according to one embodiment of the invention.
Figure 3 is a flowchart for providing a prioritised list of information providers according to one embodiment of the invention.
Figure 4 is a flowchart for providing a prioritised list of available information providers according to one embodiment of the invention.
Figure 5 is a flowchart for generating a web page with prioritised information providers according to one embodiment of the invention.
Figure 6 is a flowchart for charging an information provider a fee according to one embodiment of the invention.
Figure 7 is a flowchart for connecting a user to a requested information provider according to one embodiment of the invention.
Figure 8 is a screenshot of a web page for an information provider search engine according to one embodiment of the invention.
Figure 9 is a screen shot of an exemplary web page displaying a prioritised list of information provider identifiers according to one embodiment of the invention.
Figures 10a-c illustrate example web interfaces for an information provider to review the fees paid by the competing information providers to an information provider search engine service for a priority listing according to one embodiment of the invention.
Figure 11 is an exemplary report interface according to one embodiment of the invention.

[0015] In the following description, numerous specific details are set forth to provide a thorough understanding of the invention. However, it is understood that the invention may be practiced without these specific details. In other instances, well-known circuits, structures, standards, and techniques have not been shown in detail in order not to obscure the invention.

Overview

[0016] Methods and apparatuses provide for prioritising information providers accessible via the Internet. In response to receiving a search term(s) for an information provider, an information provider search engine provides access to an information provider relevant to the search term(s) via the Internet. The information provider search engine prioritises the information providers and displays the information providers relevant to the search term(s) according to the prioritisation.

[0017] The information providers are prioritised according to multiple prioritising variables. A first of the prioritising variables indicates a fee that an information provider pays to the information provider search engine. A second of the prioritising variables indicates availability of an information provider. Additional prioritising variables can be combined with the fee variable and the availability variable for prioritising the information providers.

Prioritising Information provider Listings

[0018] **Figure 1** is an exemplary diagram of a network including an information provider search engine according to one embodiment of the invention. In **Figure 1,** a user 101 transmits an information provider search term (s) 103 through a network cloud 105 to an information provider search engine 107. Various techniques can be utilized for communicating an information provider search term(s) to the information provider search engine. For example, the information provider search term (s) is entered by a user. In another example, the information provider search term(s) is a link selected by the user.

[0019] The information provider search engine 107 includes a database of information providers 111. The information provider search engine 107 retrieves information provider information from the database of information providers 111 relevant to the received information provider search term(s) 103. The information provider search engine 107 prioritises the retrieved information providers into a list as will be described in more detail later. Although the retrieved information providers are described as being prioritised into a list, the term 'list' is only used to aid in understanding the described invention and is not meant to be limiting upon the described invention. The retrieved information provider information may be organized into tables, trees, etc. The prioritised list of information providers 109 is sent from the information provider search engine 107 to the user 101.

[0020] The servers described above include memories, processors, and/or ASICs. Such memories include a machine-readable medium on which is stored a set of instructions (i.e., software) embodying any one, or all,

of the methodologies described herein. Software can reside, completely or at least partially, within this memory and/or within the processor and/or ASICs. For the purpose of this specification, the term "machine-readable medium" shall be taken to include any mechanism that provides (i.e., stores and/or transmits) information in a form readable by a machine (e.g., a computer). For example, a machine-readable medium includes read only memory ("ROM"), random access memory ("RAM"), magnetic disk storage media, optical storage media, flash memory devices, electrical, optical, acoustical, or other form of propagated signals (e.g., carrier waves, infrared signals, digital signals, etc.), etc.

[0021] **Figure 2** is a conceptual diagram of an exemplary database of information providers according to one embodiment of the invention. A database of information providers 200 includes term elements 201A-201F. The term element 201A is linked to information provider identifier elements 203A - 203C. In an alternative embodiment of the invention, categories index an information provider database in addition to or instead of terms. The term element 201A is linked to consecutive information provider identifier elements in this illustration, but it is not necessary to the described invention. The term element 201A could be linked to information provider identifier elements 203A and 203C, but not the information provider identifier element 203B in a different illustration. The term 201F is linked to the information provider identifier element 203A and information provider identifier elements 203D - 203H. An information provider identifier can be a variety of values including an alphanumeric identifier, a memory address, etc. While in one embodiment of the invention the information provider identifier is a uniform resource locator, in alternative embodiments of the invention the information provider database includes uniform resource locators associated with each of the information provider identifiers.

[0022] The information provider identifier elements 203A, 203C, 203D, and 203H are respectively linked to priority elements 204A, 204C, 204D, and 204H. The priority elements 204A, 204C, 204D, and 204H respectively include availability status fields 205A, 205C, 205D, and 205H. The priority elements 204A, 204C, 204D, and 204H also respectively include fee fields 207A, 207C, 207D, and 207H.

[0023] The availability status field indicates availability of a corresponding information provider (e.g., available, busy, arrange for later call, not taking calls, etc.). The fee field indicates a fee to be paid by the identified information provider to the information provider search engine. The fee may be a flat fee, an action based fee, a percentage of the information provider's fee, a fee grade, etc. In one embodiment of the invention, a fee grade level is a value indicating a level of fee. The fee varies based on a number of factors (e.g., the type of information provider, the user's action, etc.). An action based fee is a fee that varies in relation to whether the user is connected to the information provider, the information provider is selected but not connected, the information provider is viewed but not selected, etc.

[0024] In one embodiment of the invention, the information provider is charged a click fee only if the end user has a credit card in the system. Hence, the system may be more efficient if the information provider can bid for a more tangible event, such as the click of a real customer as opposed to the click of a fickle browser. In another embodiment of the invention, the information provider is not charged when a customer without a credit card in the system clicks on the information provider's listing, but is later charged when the customer add his/her credit card into the system, for example, adding their credit card in the system within a predetermined number days.

[0025] In one embodiment, the information provider is not charged a click fee if the customer had previously called them within a predetermined number of days. This ensures that an information provider can bid a high click price and will not be bogged down by their existing customers selecting them. In one embodiment, there is a limit to the number of paid clicks that one end user can impart in a single day, or over a predetermined period of time. As a result, there is a control that prevents a single end user from clicking repeatedly on hundreds of consultants, thus sabotaging the system and deflating the ROI of consultants. Furthermore, an embodiment may include a limit on the number of paid clicks that one end user can impart upon a single information provider in a single day, or predetermined period of time. This feature prevents an end user from sabotaging a single information provider in particular.

[0026] Although **Figure 2** illustrates the information provider database as a tree structure, various embodiments of the invention implement the information provider database differently (e.g., a hash table, multi-dimensional array, a hash table referencing a tree, etc.).

[0027] When an information provider search engine, such as the information provider search engine 107 of **Figure 1**, receives a search term, the information provider search engine searches the database of information providers for the received search term. Upon locating the received search term in the database of information providers, the information provider search engine retrieves those information provider identifiers and priority elements associated with the located search term. The priority elements are used to prioritise the retrieved information provider identifiers. Various embodiments of the invention prioritise the retrieved information providers differently. In one embodiment of the invention, the retrieved information providers are first prioritised, or ranked, according to the value indicated in the fee field and then according to the availability status. In another embodiment of the invention, the retrieved information providers are first prioritised by the value indicated in the availability status field and then the value indicated in the fee field. Alternative embodiments of the invention

include additional fields in the priority element. For example, in addition to availability and fee, retrieved information providers are ranked according to a rating (user rating, auditor rating, combination of auditor rating and user rating, etc.), relevancy to the search term(s), name, years of experience, number of referrals, number of user responses, etc.

[0028] In addition, in an alternative embodiment, an information provider is further required to have a certain level of feedback to be retrieved and displayed. For example, an information provider may be required to have received feedback from a predetermined number of previous customers and/or have an average review that equal or exceeds a predetermined rating (e.g., at least a 4 out of 5 star rating).

[0029] In yet another alternative embodiment, an information provider is required to have a web page (or comparable resource link) of a predetermined level of quality to be retrieved and displayed. For example, information providers may be required to have a web page or resource link that includes a photo or a summary of their qualifications.

[0030] **Figure 3** is a flowchart for providing a prioritised list of information providers according to one embodiment of the invention. At block 301, a search term (s) is received from a user. At block 303, information provider identifiers relevant to the received search term(s) are retrieved. At block 305, the retrieved information provider identifiers are prioritised according to the indicated fee value of each retrieved information provider identifier. At block 307, the fee prioritised information provider identifiers are prioritised according to the indicated availability status of each information provider identifier. At block 309, the prioritised information provider identifiers are transmitted to the user.

[0031] **Figure 4** is a flowchart for providing a prioritised list of available information providers according to one embodiment of the invention. At block 401, a search term(s) is received from a user. At block 403, information provider identifier relevant to the received search term (s) are retrieved. At block 405, those retrieved information provider identifiers with an availability status of not available are excluded. At block 407, the retrieved information provider identifiers that have not been excluded are prioritised according to the indicated availability status and the indicated fee of each of the remaining retrieved information provider identifiers. At block 409, the prioritised information provider identifiers are transmitted to the user. In an alternative embodiment of the invention, the prioritised information provider identifiers are transmitted to an intermediary device or module that prepares the prioritised information provider identifiers for display to the user.

[0032] **Figure 5** is a flowchart for generating a web page with prioritised information providers according to one embodiment of the invention. At block 501, a search term(s) for an information provider is received from a user. At block 503, the information provider identifiers that are relevant to the received search term(s) are retrieved. At block 507, the retrieved information provider identifiers are prioritised according to the indicated availability status and the indicated fee for each of the retrieved information provider identifiers. At block 509, a web page of information provider identifiers, which are links to information about the identified information providers, ranked by priority is generated. At block 511, the generated web page is sent to the user.

[0033] **Figure 6** is a flowchart for charging an information provider a fee according to one embodiment of the invention. At block 601, a request for an information provider is received. At block 603, a charge fee is posted to the requested information provider's account. For **Figure 6**, it is assumed that each information provider has an account with the information provider search engine. Information providers are assessed a fee by the information provider search engine, which is posted to the information provider's account. The information provider search engine may collect the fee charged by the information provider from the user and credit the information provider's account, or a third party may be responsible for collections. In an alternative embodiment of the invention, the information provider search engine does not manage accounts for information providers, but has access to at least one of their financial accounts (credit card, checking account, etc.). At block 605, a summary describing the requested information provider is requested. At block 607, access to the requested information provider is provided to the user. At block 609, the requested information provider is charged a connection fee for being connected to the user by the information provider search engine.

[0034] **Figure 7** is a flowchart for connecting a user to a requested information provider according to one embodiment of the invention. At block 701, a request for an information provider is received from a user. At block 705, information describing the requested information provider is retrieved. At block 706, a request to communicate with the requested information provider is received from the user. At block 707, contact information is retrieved from the user. At block 709, it is determined if the requested information provider is immediately available. If the requested information provider is immediately available, then control flows to block 713. If the requested information provider is not immediately available, then control flows to block 711.

[0035] At block 713, the user is called, the requested information provider is called, and the user and requested information provider are entered into real-time communication, which may include a telephone connection, a voice connection over the internet, a live video connection, or an alternative form of communication.

[0036] At block 711, the user is queued until the requested information provider becomes available. From block 711, control flows to block 713.

[0037] **Figure 8** is a screenshot of a web page or web site for an information provider search engine according

to one embodiment of the invention. A screenshot of a web page illustrated in Figure 8 includes a search term (s) information provider search tool 801. A user enters one or more search terms in a field and then clicks on the "go!" link. In addition to the search term(s) information provider search tool 801, the example web page includes a category information provider search tool 803. A user selects a category keyword which is either a link to additional keywords within the category, or brings the user to a web page that displays a prioritised list of information provider identifiers relevant to the selected category.

[0038] **Figure 9** is a screen shot of an exemplary web page displaying a prioritised list of information provider identifiers according to one embodiment of the invention. In **Figure 9**, an information provider search term 911 is displayed at the top of the web page. In this example, the information provider search term 911 is "taxes." An information provider identifier 903 identifies a particular information provider. The information provider identifier 903 in the example illustrated in **Figure 9** is a link to a web page of information describing the identified information provider. A verification graphic 905 indicates whether a particular information provider has been verified by the information provider search engine and/or a third party verification entity. A rating 907 indicates a rating level for a particular information provider. In the example illustrated in **Figure 9**, the rating 907 is a graphic of stars, although in alternative embodiments of the invention the rating may be a numerical value. An information provider's fee 913 indicates the per minute fee charged by the information provider to the user. A call link 909 is a link to a web page to collect information from a user in order to connect the user to a particular information provider.

[0039] **Figure 10a** is an example web interface for an information provider to review the fees paid by the competing information providers to an information provider search engine for priority listing according to one embodiment of the invention. **Figure 10a** illustrates a web page that lists 5 information providers in the area of Psychics and Astrology. The web page shows the position, name, listing title, topic, and maximum bid, or fee, to be paid to the information provider search engine to obtain a higher position in the prioritised listing. The information provider in the first position has agreed to pay the information provider a priority fee of $7.25. The information provider in the second position has agreed to pay the information provider a priority fee of $7.20. The remaining three information providers have agreed to pay the information provider a priority fee of $7.00. The remaining three information providers are prioritised based on other priority variables since they have all agreed to pay the same priority fee.

[0040] **Figure 10b** is an example web interface for an information provider to select a listing or category for which they would like to bid to increase their respective priority position. In the example shown in **Figure 10b,** the information provider has selected the listing "Keen Creator," and submitted a bid of $1.75 to become the #1 prioritised position. Furthermore, **Figure 10c** is an example web interface requesting the information provider confirm their respective bid.

[0041] **Figure 11** is an exemplary report interface according to one embodiment of the invention. The web page illustrated in **Figure 11** displays a chart itemizing information for an information provider. The web page illustrated in **Figure 11** corresponds to a priority fee paid for clicks on an information provider listing. The report illustrated in **Figure 11** enables an information provider to see how his/her priority fees have performed. The information provider can see how many clicks he has paid for, how many calls these clicks resulted in, how much he earned from those calls, etc. This guides him to set his ideal maximum priority fee, the level at which he will break even. He then knows that all the paid clicks he pays for below this maximum priority fee will result in profit.

Illustrative Example

[0042] Danielle is a therapist in Chicago, who increasingly has been using the Internet to attract more clients to her business. In fact, she has been listing herself at an online services marketplace where she can attract clients and deliver services.

[0043] She creates a listing at this online services marketplace, describing her therapy services, indicating the schools where she received her psychology degree, and including a photo of herself. She indicates that her fee is $1 per minute or a bulk rate of $50 per hour for therapy services delivered through the online marketplace.

[0044] After Danielle has finished her morning reading, she is ready to take clients, so she goes to the online marketplace and indicates that she is available to receive calls. She does this by clicking on the "Available" button on the website or by calling a phone number, such as a toll free number, and pressing a button on her telephone keypad. When she has indicated that she is presently available, the website automatically indicates to all perusing clients that her business is currently ready for instant services. Customers who view her listing can see an availability indicator, such as a green telephone, next to her photo, indicating that this therapist is ready to receive a call at $1 per minute at this very moment.

[0045] One such customer named Kevin, one of her regulars, goes to her listing page, which he has bookmarked using his Internet browser. Kevin sees that Danielle is available at this very moment. Wishing to speak with her, he clicks on the green telephone next to her photo. The online services marketplace calls him, and his telephone rings. The online services marketplace then calls Danielle on her telephone. It then connects Kevin to Danielle for a live phone call that is billed to Kevin at $1 minute and paid to Danielle's online account.

[0046] Upon a trigger event (e.g., when Kevin is called, when Danielle is called, when Kevin and Danielle are connected, etc.) and while they are talking on the phone, Danielle's listing no longer displays a green telephone indicating that she is Available to receive calls. Since she is busy, the symbol turns red, indicating that she is currently busy with another customer.

[0047] When Danielle is finished with Kevin's call, she hangs up. The symbol next to her photo on the website automatically switches back to a green phone, indicating that she is once again ready to receive calls.

[0048] Danielle waits for an hour, but no one else calls her. She therefore decides to promote her online business in the advertising area of the online services marketplace.

[0049] The entry form in the advertising area asks her how much she is willing to pay for a qualified customer to view her online listing. She figures that, of every ten new customers who view her online listing, one of them will call her and become a regular customer. She figures a regular customer is worth about $100 for her. To be conservative, she starts with a low bid, indicating that she'll pay a maximum $2.00 for a qualified customer to view her online listing. If ten such customers click on and view her listing, she'll pay a total of $20.00, and one of those customers will become a regular, providing her with a healthy profit.

[0050] Her maximum bid of $2.00 per click ensures that, if a customer clicks on her listing and views it, she'll pay a maximum of $2.00. She may actually pay less than $2.00 per click, since that is her maximum bid. For example, the online marketplace will only charge her one penny more than the bidder below her, who is a therapist named Buck. Buck is bidding $1.90 per click. Since Buck is bidding $1.90, then Danielle will be charged $1.91 if someone clicks upon her listing.

[0051] Danielle submits her maximum bid of $2.00 per click. Before accepting her bid, the online marketplace checks to see whether her business has a satisfactorily high feedback rating associated with it. Danielle's average feedback rating is 4.5 stars, which is more than the 3-star minimum. Danielle also has a photograph on her listing, which is another minimum requirement of the advertising section. Since all of the minimum criteria are met, Danielle's bid is accepted by the system.

[0052] Danielle's bid of $2.00 per click is the second highest in the therapy section. She therefore appears in the second position on the page of therapists, one position above Buck at number three and one position below Cindy, who is bidding $2.20 and is therefore in the number-one position.

[0053] A customer named John browses the online marketplace every week, looking for counsellors. He clicks on Danielle's listing. Danielle's account therefore is charged $1.91, which is one penny more than the $1.90 maximum bid of the therapist name Buck, who is below her in the number-three position. John, after reading Danielle's feedback at her listing, decides not to call her.

[0054] Michelle is another customer at the online marketplace. She sees Danielle's listing in the number-two spot and clicks on it. Danielle is again charged $1.91. Michelle, however, decides to call Danielle. She clicks on her green telephone, and their phone call begins. Danielle's listing automatically no longer displays a green telephone that indicates she is Available, since she is now busy.

[0055] A customer named Grant visits the online marketplace, looking for a therapist. He browses the advertisements of therapists. He sees Cindy in the number one position, but he doesn't see Danielle below her. He instead sees Buck in the number two position. Buck is bidding $1.90 per click, which is less than Danielle's $2.00, but since Danielle is currently on a call with Michelle, she is no longer Available and so the online marketplace automatically removes her listing from the advertising section. This saves her a great deal of money. If the system hadn't automatically removed her, she would have been charged $1.91 when Grant clicked on her listing, even though Grant wouldn't have been able to call her at that moment.

[0056] Danielle finishes her phone call with Michelle. It was a ten-minute call, so she earned a total of ten dollars for this call. Since she hangs up the phone, she is once again Available to receive new customers. Her listing automatically displays her green telephone of Availability again. Her listing also automatically reappears in the advertising section.

[0057] When Danielle decides to go to lunch, she changes her availability status either with a phone or with through a browser to make herself "Not Available." Her listing no longer displays a green telephone of Availability. It instead displays a message, such as the words "Away - please come again later." Her listing is also automatically removed from the number-two spot in the advertising section since she is no longer Available, just like when she was busy with a call.

[0058] After lunch Danielle wants to see whether she's making a profit. She therefore visits the Reports section of the online marketplace. She sees that she was charged $1.91 due to a click from John. She was also charged $1.91 due to a click from Michelle. In total, she has been charged $3.82. However, she earned a total of $10.00 from her call with Michelle. Danielle therefore came out ahead $6.18 during the brief time she worked. The Reports section automatically calculates that Danielle could set her Maximum Bid higher than $2.00 per click and still be profitable. In fact, according to recent activity, Danielle's breakeven Maximum Bid would be $5.00. This bid would provide her with the maximum number of calls without her having to add outside money into the system. Danielle therefore raises her Maximum Bid to $5.00.

[0059] Danielle makes herself Available to receive calls once again. The green telephone appears on her listing. She reappears in the advertising section. This

time she is in the number one spot, ahead of Cindy, who still has a Maximum Bid of $2.20.

[0060] Danielle's regular customer, Kevin, browses the advertising section. He sees Danielle's listing and clicks on it. However, since he is a regular customer ofDanielle's, she is not charged for the click. The system automatically ignores his click because he is a regular customer, saving her money. Otherwise she would have been charged $2.21 for the click.

[0061] Another customer, Peter, clicks on Danielle's listing. She is charged $2.21 for the click. Maliciously, Peter clicks on Danielle's listing a total of twenty times, seeking to sabotage her business with multiple charges. However, the system only charges her for one click and ignores the other 19 clicks. In order to limit unfair charges, such as from malicious acts, the system automatically ignores multiple clicks from a single customer in each 24-hour period.

[0062] In a preferred embodiment, there is provided a method and apparatus for prioritising a listing of information providers according to a fee value and availability status indicated for the information providers, and providing a set of one or more information provider identifiers that satisfy a request for a type of information provider that has been received from a user over the Internet. The set of information provider identifiers are ranked according to their associated fee values and availability status. A set of one or more files are generated to display the set of information provider identifiers. The set of files are transmitted to the user, and the user is provided access to an information provider identified by one of the set of information provider identifiers.

Alternative Embodiments

[0063] While the invention has been described in terms of several embodiments, those skilled in the art will recognize that the invention is not limited to the embodiments described. For instance, while the flow diagrams show a particular order of operations performed by certain embodiments of the invention, it should be understood that such order is exemplary (e.g., alternative embodiments may perform the operations in a different order, combine certain operations, overlap certain operations, etc.).

[0064] Thus, the method and apparatus of the invention can be practiced with modification and alteration within the scope of the appended claims. The description is thus to be regarded as illustrative instead of limiting on the invention.

Claims

1. A computer implemented method comprising:

   in response to receiving from a user a request for a type of information provider, identifying a set of one or more information providers that satisfy the request;

   prioritising the set of information providers in accordance with a set of one or more fee values associated with the set of identified information providers and a set of one or more availability status values associated with the set of identified information providers;

   providing the prioritised set of identified information providers for display according to their priority; and

   providing access to a selected one of the prioritised set of identified information providers in response to a request for communication from the user.

2. The method of claim 1 wherein receiving the request for a type of information provider includes receiving the request in a form of one or more search terms submitted by the user from a website interface; and

   providing the prioritised set of identified information providers includes providing the prioritised set from a database of information providers.

3. The method of any preceding claim wherein providing access further includes charging the selected information provider.

4. The method of any preceding claim wherein providing access further includes charging the selected information provider upon connecting the information provider to the user.

5. The method of any preceding claim wherein the selected information provider is charged if the user has a credit account with an information provider search engine.

6. The method of any preceding claim wherein the selected information provider is charged if the user establishes a credit account with an information provider search engine within a predetermined period of time after selecting the selected information provider.

7. The method of any preceding claim wherein the selected information provider is not charged if the user had communication with the information provider within a predetermined period of time prior to selecting the selected information provider.

8. The method of any preceding claim further including limiting a number of charges the user can impose upon information providers with a predetermined period of time.

9. The method of any preceding claim further including

limiting a number of charges the user can impose upon the selected information provider with a predetermined period of time.

10. The method of any preceding claim wherein identifying the set of one or more information providers further includes selecting information providers that have a predetermined level of feedback.

11. The method of any preceding claim wherein identifying the set of one or more information providers further includes selecting information providers that have a web page of a predetermined level of quality.

12. The method of any of claims 1, 2, 10 or 11 further comprising charging the set of information providers according to their corresponding fee value upon displaying the set of information providers.

13. The method of any preceding claim wherein the set of information providers are displayed as web page links, each of the web page links being an address for detailed information describing the associated information provider.

14. The method of any preceding claim wherein providing access comprises:

retrieving contact information from the user requesting the selected information provider;
contacting the selected information provider and the user separately;
connecting the user to the selected information provider while maintaining security of the retrieved contact information.

15. The method of any preceding claim further comprising providing the set of information providers access to their fee values for modifying and viewing.

16. A computer implemented method comprising:

receiving a request for a type of information provider;
retrieving information provider information that includes a fee value, an availability status, and an information provider identifier for each of a set of one or more information providers that satisfy the request for the type of information provider;
prioritising the information provider information according to the fee value and the availability status indicated for each of the set of information providers; and
listing the prioritised set of information provider information on a web page that provides initiation of real time communication to the set of information providers.

17. The method of any preceding claim wherein the request for a type of information provider is a set of one or more search term(s) entered into an information provider search engine search engine.

18. The method of any preceding claim wherein the set of information providers are further prioritised according to at least one attribute selected from a group comprising of:

rating, relevancy, experience, and consultation fee.

19. The method of any preceding claim wherein the rating is a peer rating, an independent auditor rating, and/or a user rating.

20. The method of any of claims 16 to 19 further comprising:

receiving a selection for one of the set of information providers listed on the web page;
retrieving contact information from the user requesting the information provider;
contacting the selected information provider and the requesting user separately; and
connecting the user to the selected information provider while maintaining security of the retrieved contact information.

21. The method of claim 20 further comprising charging the selected information provider the fee value associated with the selected information provider after receiving the selection of the selected information provider.

22. A computer implemented method comprising:

retrieving a set of one or more information provider identifiers that satisfy a request for a type of information provider that has been received from a user over the Internet;
ranking the set of information provider identifiers according to their associated fee values and availability status;
generating a set of one or more files to display the set of information provider identifiers;
transmitting the set of files to the user; and
providing the user access to an information provider identified by one of the set of information provider identifiers.

23. The method of claim 22 wherein the set of files are web page files.

24. The method of claim 16, 22 or 23 wherein the set of information provider identifiers are a set of links to web pages corresponding to the identified infor-

mation providers.

25. The method of claim 22, 23 or 24, wherein providing access comprises:

receiving a selection of an information provider identified by one of the set of information provider identifiers;
retrieving contact information from the user requesting the information provider;
contacting the selected information provider and the user separately; and
connecting the user to the selected information provider while maintaining security of the user's retrieved contact information.

26. The method of any preceding claim further comprising charging those of the set of information providers that are requested upon receiving a request.

27. A machine-readable medium having stored thereon a set of instructions, which when executed by a processor, cause the processor to perform the method as claimed in any preceding claim.

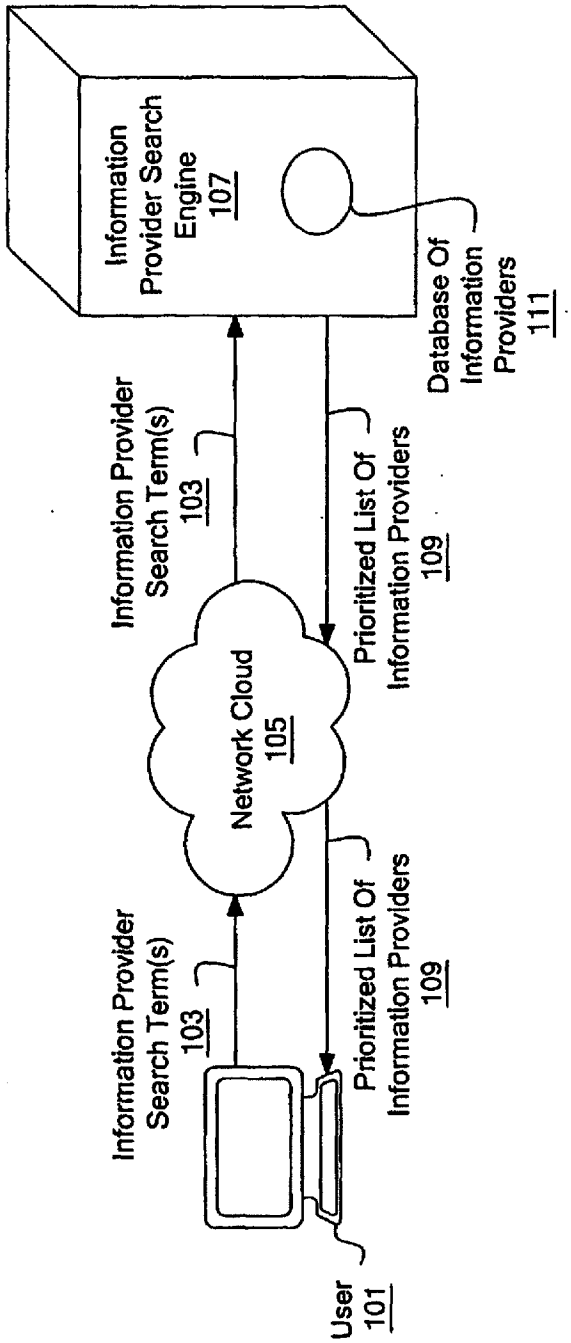

Information Provider Search Engine 107
Database Of Information Providers 111
Information Provider Search Term(s) 103
Prioritized List Of Information Providers 109
Network Cloud 105
Information Provider Search Term(s) 103
Prioritized List Of Information Providers 109
User 101

FIG. 1

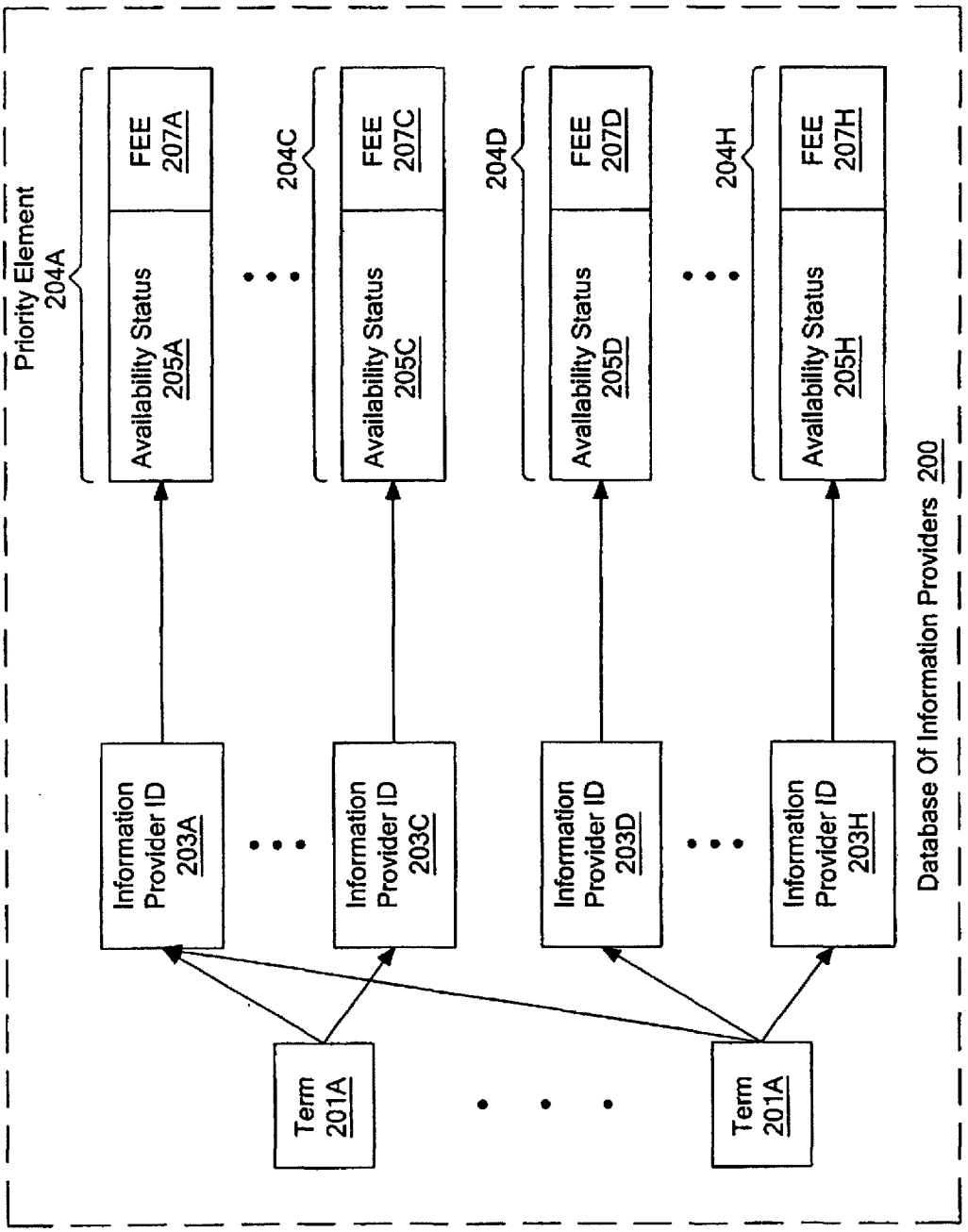

Priority Element
204A
Availability Status
205A
FEE
207A
204C
Availability Status
205C
FEE
207C
204D
Availability Status
205D
FEE
207D
204H
Availability Status
205H
FEE
207H
Information
Provider ID
203A
Information
Provider ID
203C
Information
Provider ID
203D
Information
Provider ID
203H
Term
201A
Term
201A
Database Of Information Providers 200

FIG. 2

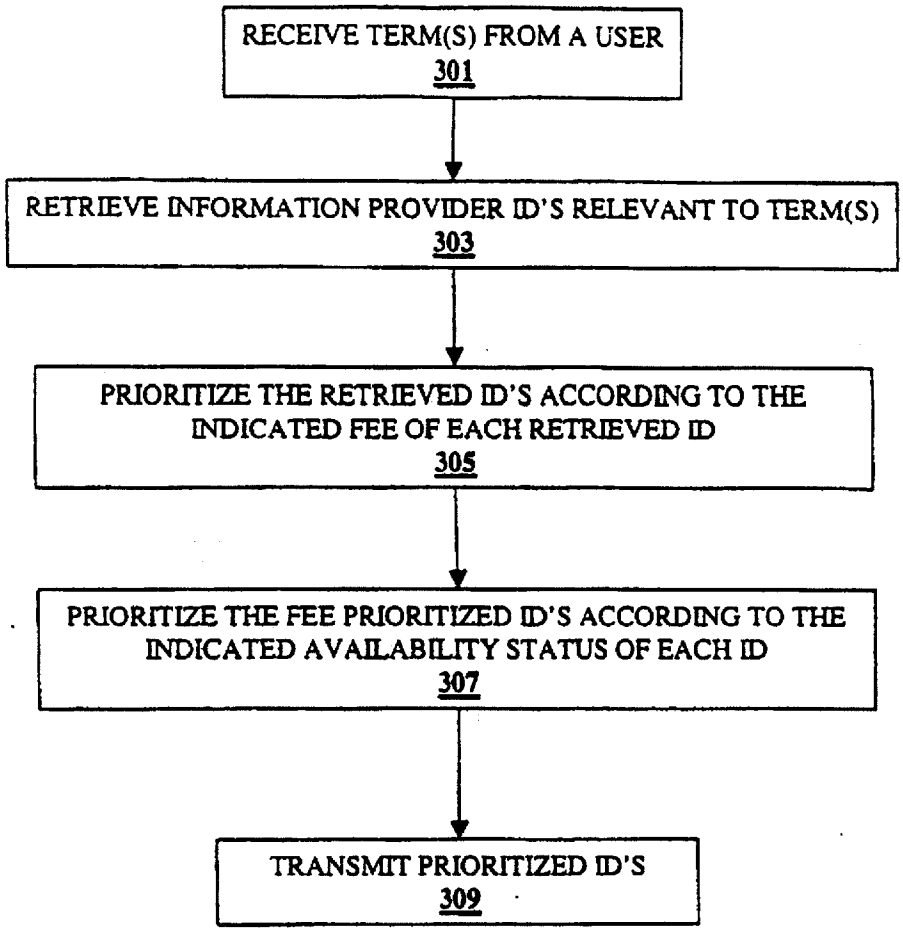

RECEIVE TERM(S) FROM A USER
301
RETRIEVE INFORMATION PROVIDER ID'S RELEVANT TO TERM(S)
303
PRIORITIZE THE RETRIEVED ID'S ACCORDING TO THE INDICATED FEE OF EACH RETRIEVED ID
305
PRIORITIZE THE FEE PRIORITIZED ID'S ACCORDING TO THE INDICATED AVAILABILITY STATUS OF EACH ID
307
TRANSMIT PRIORITIZED ID'S
309

FIG. 3

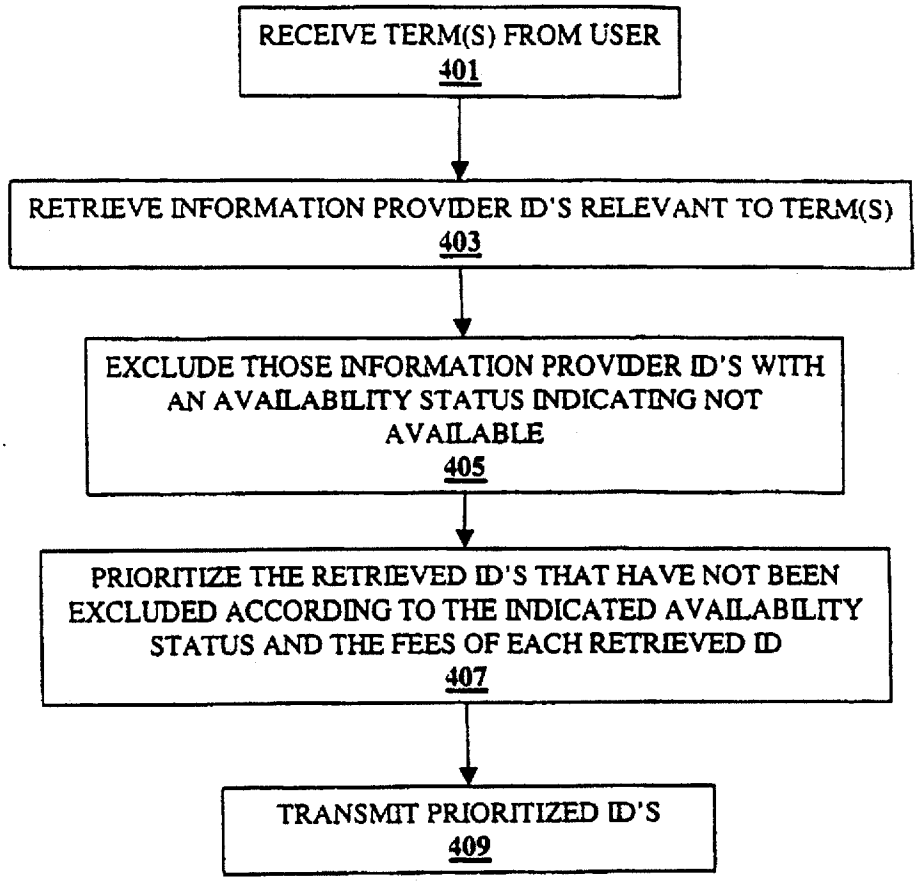

RECEIVE TERM(S) FROM USER
401
RETRIEVE INFORMATION PROVIDER ID'S RELEVANT TO TERM(S)
403
EXCLUDE THOSE INFORMATION PROVIDER ID'S WITH AN AVAILABILITY STATUS INDICATING NOT AVAILABLE
405
PRIORITIZE THE RETRIEVED ID'S THAT HAVE NOT BEEN EXCLUDED ACCORDING TO THE INDICATED AVAILABILITY STATUS AND THE FEES OF EACH RETRIEVED ID
407
TRANSMIT PRIORITIZED ID'S
409

FIG. 4

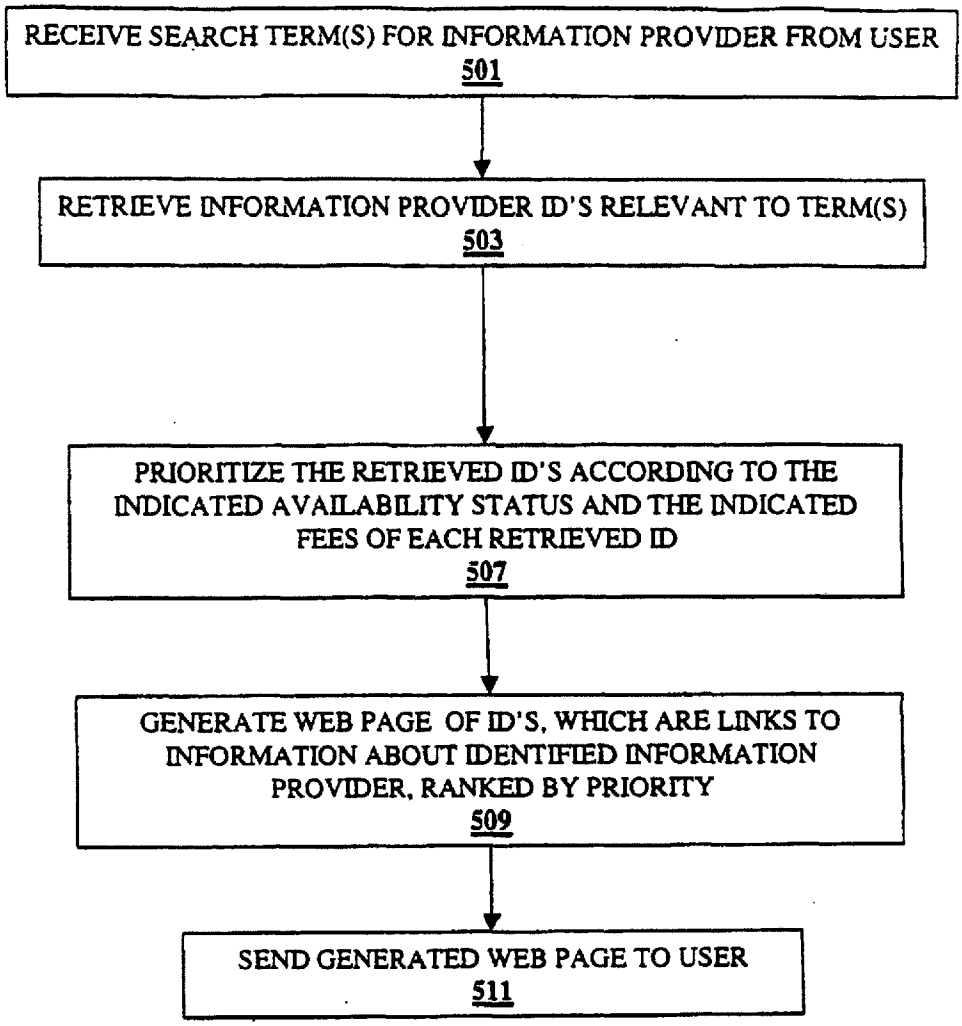

RECEIVE SEARCH TERM(S) FOR INFORMATION PROVIDER FROM USER
501
RETRIEVE INFORMATION PROVIDER ID'S RELEVANT TO TERM(S)
503
PRIORITIZE THE RETRIEVED ID'S ACCORDING TO THE INDICATED AVAILABILITY STATUS AND THE INDICATED FEES OF EACH RETRIEVED ID
507
GENERATE WEB PAGE OF ID'S, WHICH ARE LINKS TO INFORMATION ABOUT IDENTIFIED INFORMATION PROVIDER, RANKED BY PRIORITY
509
SEND GENERATED WEB PAGE TO USER
511

FIG. 5

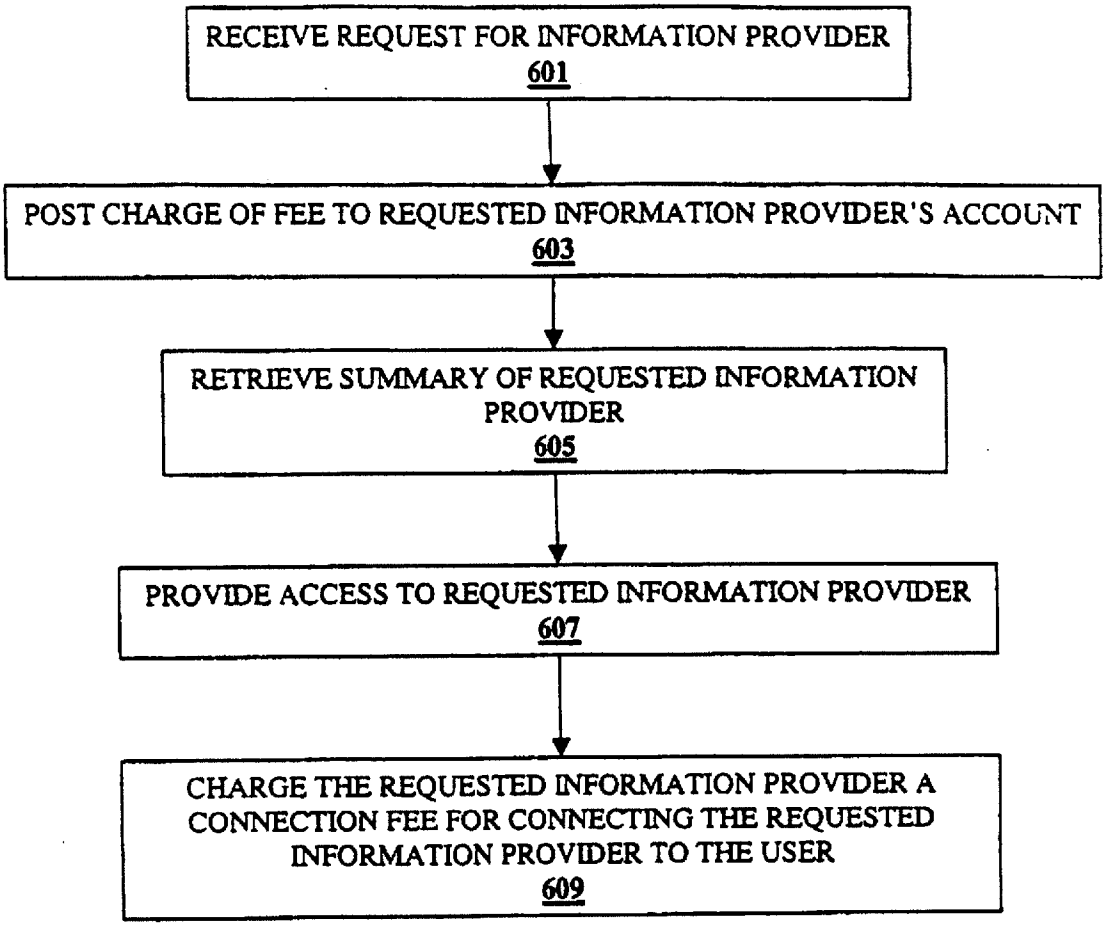

RECEIVE REQUEST FOR INFORMATION PROVIDER
601
POST CHARGE OF FEE TO REQUESTED INFORMATION PROVIDER'S ACCOUNT
603
RETRIEVE SUMMARY OF REQUESTED INFORMATION PROVIDER
605
PROVIDE ACCESS TO REQUESTED INFORMATION PROVIDER
607
CHARGE THE REQUESTED INFORMATION PROVIDER A CONNECTION FEE FOR CONNECTING THE REQUESTED INFORMATION PROVIDER TO THE USER
609

FIG. 6

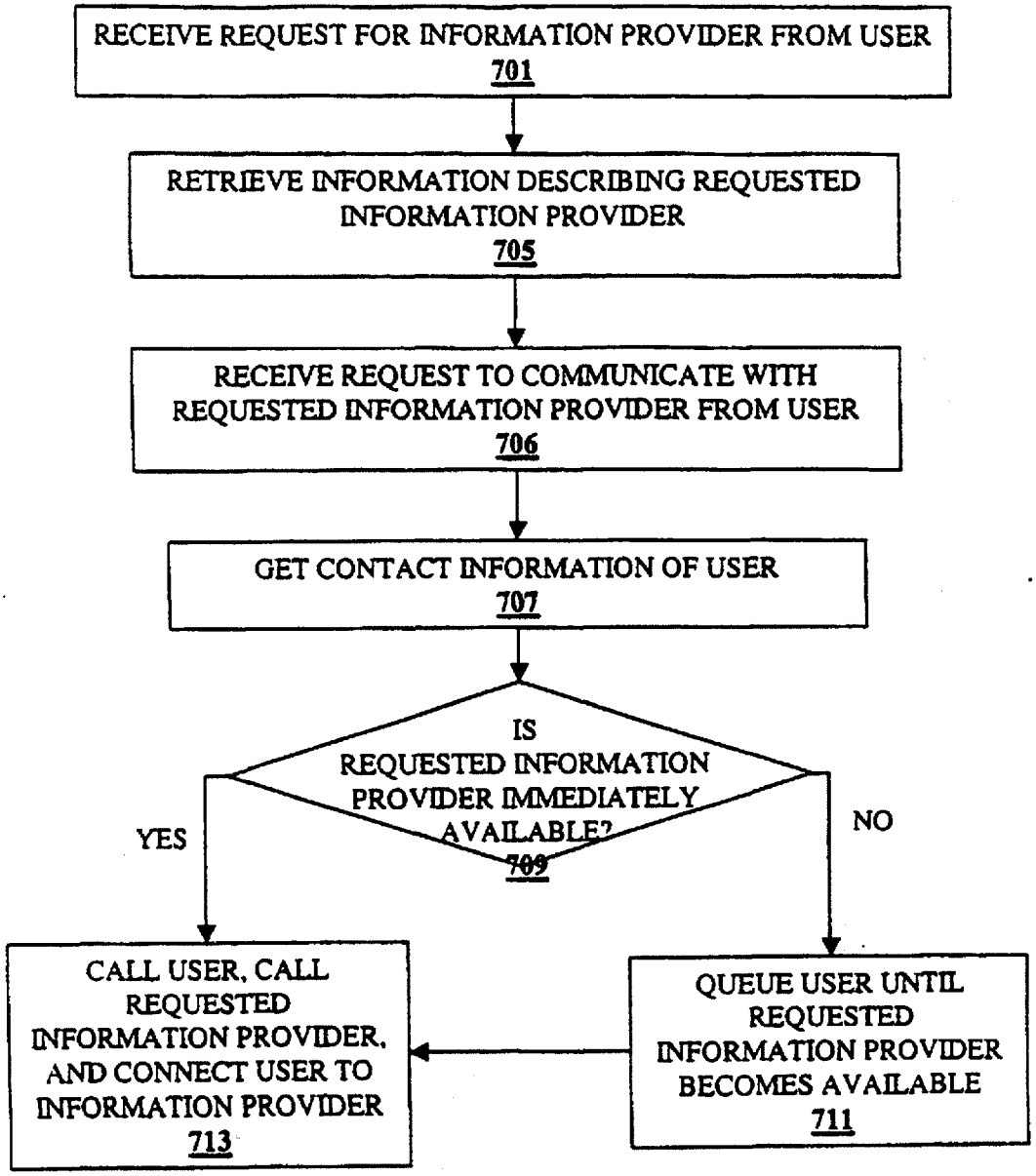

RECEIVE REQUEST FOR INFORMATION PROVIDER FROM USER
701
RETRIEVE INFORMATION DESCRIBING REQUESTED INFORMATION PROVIDER
705
RECEIVE REQUEST TO COMMUNICATE WITH REQUESTED INFORMATION PROVIDER FROM USER
706
GET CONTACT INFORMATION OF USER
707
IS REQUESTED INFORMATION PROVIDER IMMEDIATELY AVAILABLE?
709
YES
NO
CALL USER, CALL REQUESTED INFORMATION PROVIDER, AND CONNECT USER TO INFORMATION PROVIDER
713
QUEUE USER UNTIL REQUESTED INFORMATION PROVIDER BECOMES AVAILABLE
711

FIG. 7

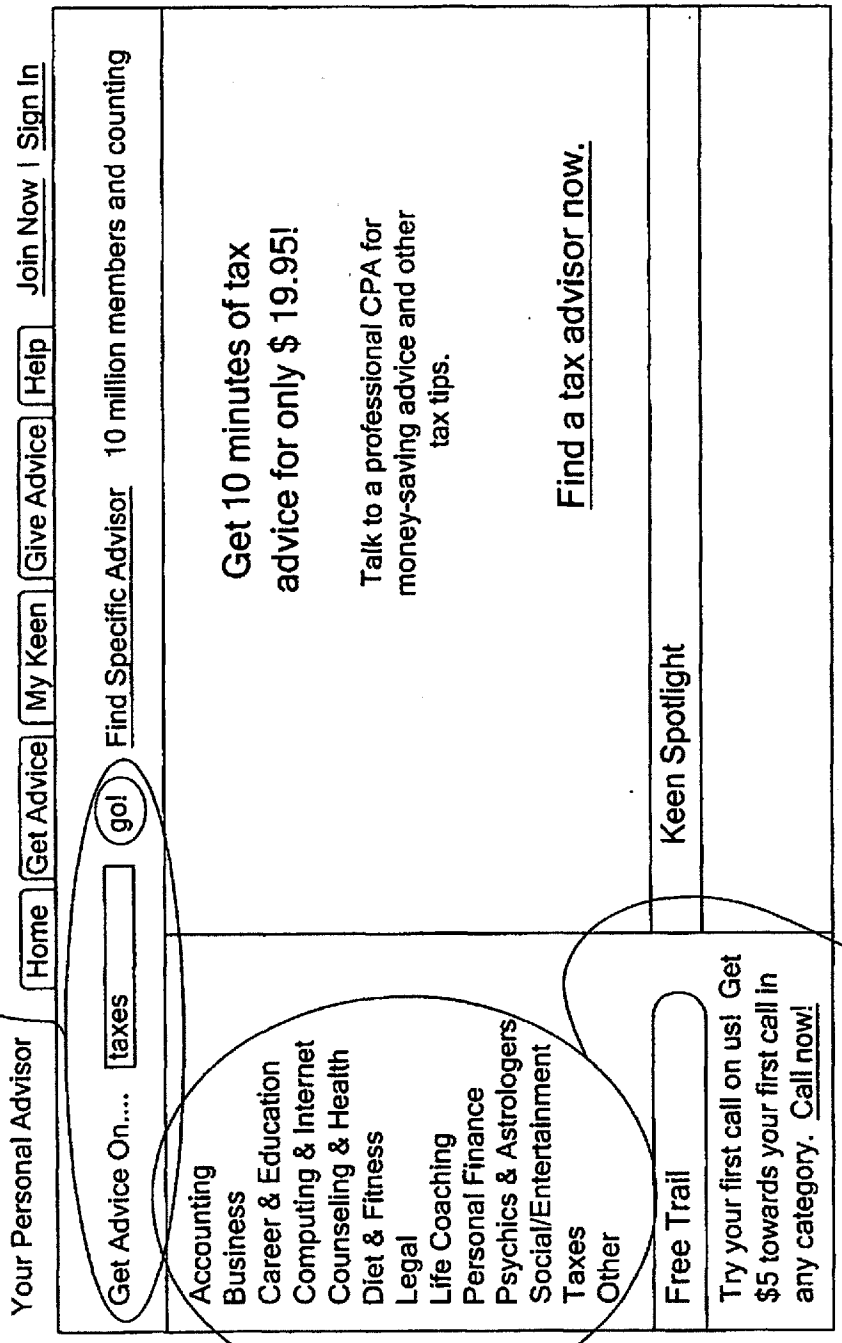

KEEN
Your Personal Advisor
Search Term(s) Information Provider Search Tool 801
Home
Get Advice
My Keen
Give Advice
Help
Join Now | Sign In
Get Advice On....
taxes
go!
Find Specific Advisor
10 million members and counting
Accounting
Business
Career & Education
Computing & Internet
Counseling & Health
Diet & Fitness
Legal
Life Coaching
Personal Finance
Psychics & Astrologers
Social/Entertainment
Taxes
Other
Get 10 minutes of tax advice for only $ 19.95!
Talk to a professional CPA for money-saving advice and other tax tips.
Find a tax advisor now.
Free Trail
Try your first call on us! Get $5 towards your first call in any category. Call now!
Keen Spotlight
Category Information Provider Search Tool 803

FIG. 8

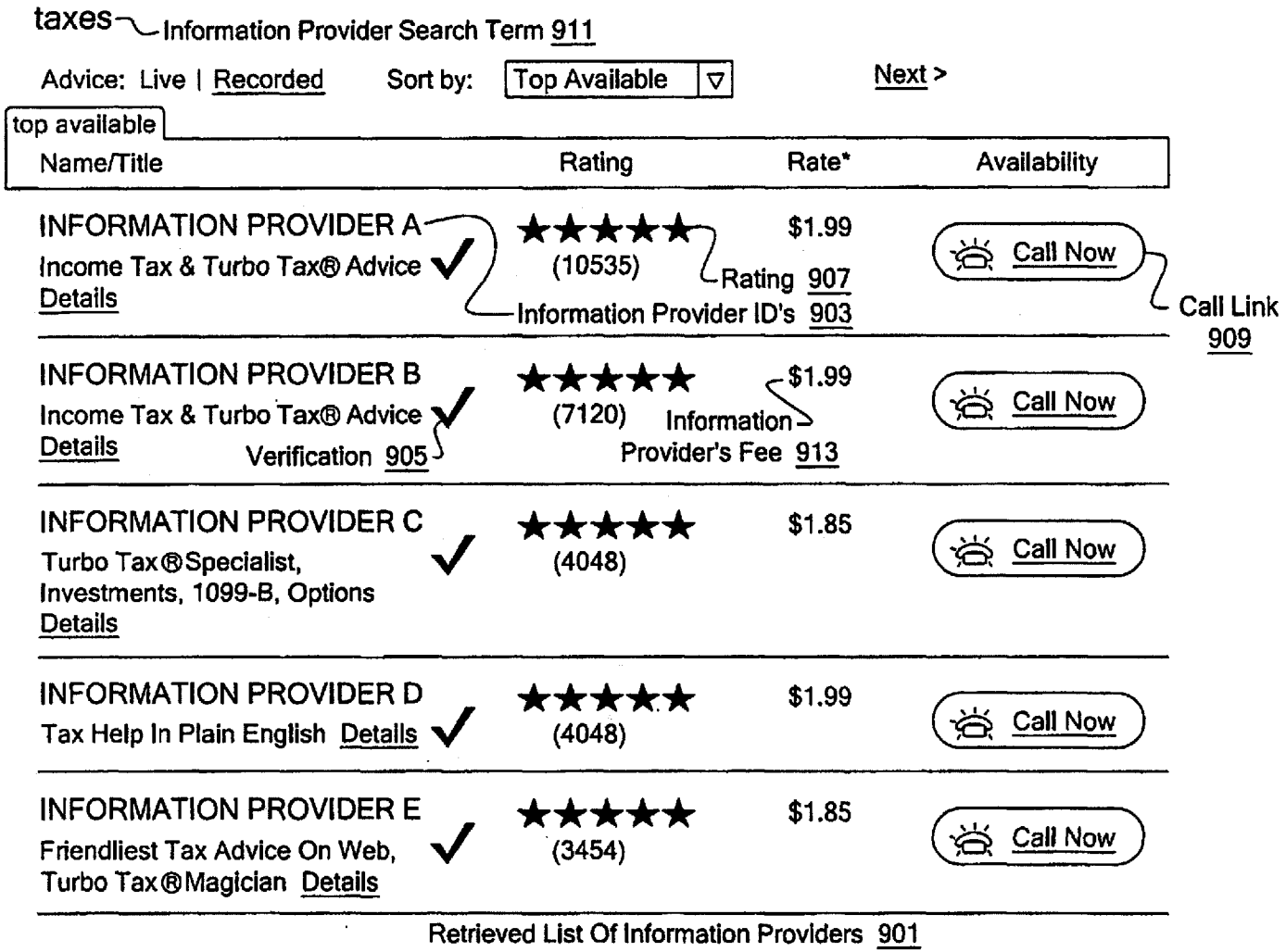
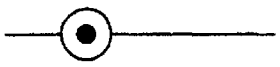

taxes
Information Provider Search Term 911
Advice: Live | Recorded
Sort by: Top Available
Next >
top available
Name/Title
Rating
Rate*
Availability
INFORMATION PROVIDER A
Income Tax & Turbo Tax® Advice
Details
(10535)
$1.99
Call Now
Rating 907
Information Provider ID's 903
Call Link 909
INFORMATION PROVIDER B
Income Tax & Turbo Tax® Advice
Details
Verification 905
(7120)
$1.99
Information Provider's Fee 913
Call Now
INFORMATION PROVIDER C
Turbo Tax® Specialist, Investments, 1099-B, Options
Details
(4048)
$1.85
Call Now
INFORMATION PROVIDER D
Tax Help In Plain English Details
(4048)
$1.99
Call Now
INFORMATION PROVIDER E
Friendliest Tax Advice On Web, Turbo Tax® Magician Details
(3454)
$1.85
Call Now
Retrieved List Of Information Providers 901

FIG. 9

Featured Listings: Place A Bid



Select A Maximum Bid Amount Per Qualified Click

Listing Title: Astrology Listing Title
Category/Topic: Psychics & Astrology
↳ Astrology/Horoscopes View Bids
↳ Chinese Astrologers View Bids

Psychics & Astrology Next5 >

Position	Name	Title	Topic	Max Bid
1	Victoria Sands	Problem With A Soulmate? I Can Help! EXT 84259	Love & Relationships	$7.25
2	GR8-NRG	5* Star Clairoyant - Will Give Time Frames	Life Questions	$7.20
3	Lady Aquarius	Let Me Help You With All Of Your Problems	Love & Relationships	$7.00
4	Pauls Tarot	Simply Put, I Believe I Can Help You. Please Call.	Tarot Readers	$7.00
5	Pauls Tarot	Simply Put, I Believe I Can Help You. Please Call.	Love & Relationships	$7.00

Next5 >

FIG. 10A

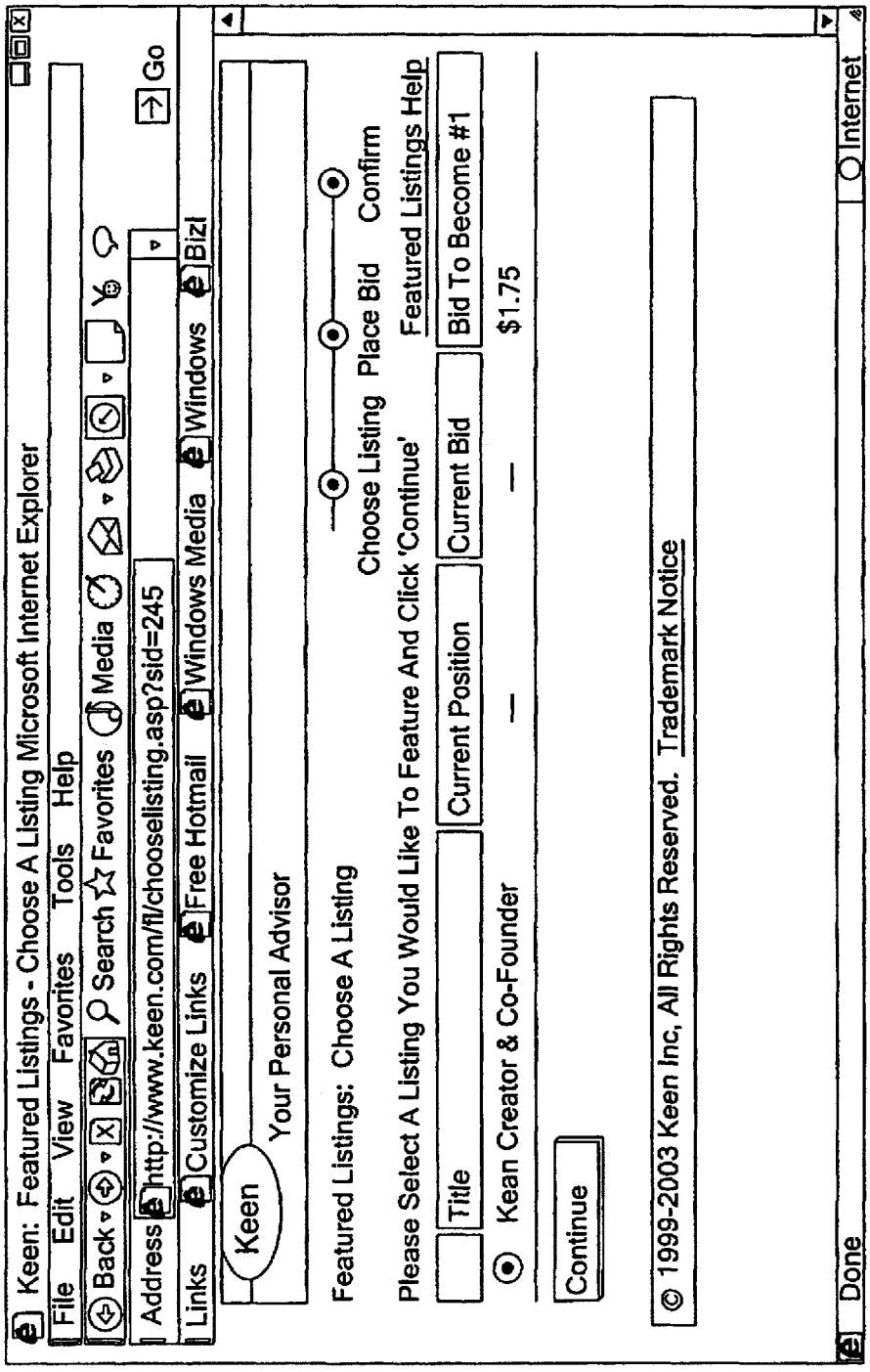

Keen: Featured Listings - Choose A Listing Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media Go
Address http://www.keen.com/fl/chooselisting.asp?sid=245
Links Customize Links Free Hotmail Windows Media Windows Bizl
Keen
Your Personal Advisor
Featured Listings: Choose A Listing
Choose Listing Place Bid Confirm
Featured Listings Help
Please Select A Listing You Would Like To Feature And Click 'Continue'
Title
Current Position
Current Bid
Bid To Become #1
Kean Creator & Co-Founder
—
—
$1.75
Continue
© 1999-2003 Keen Inc, All Rights Reserved. Trademark Notice
Done
Internet

FIG. 10B

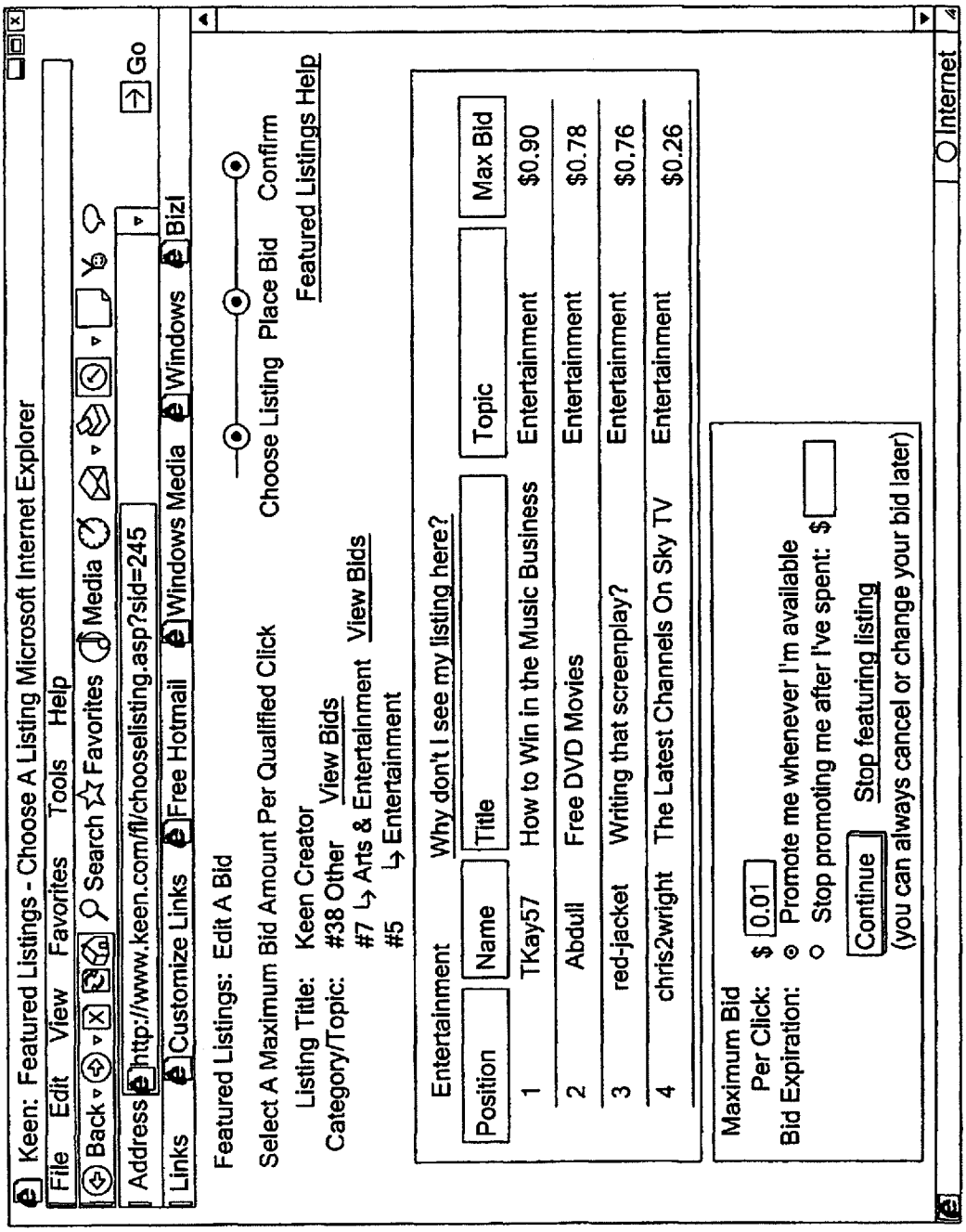

Keen: Featured Listings - Choose A Listing Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://www.keen.com/fl/chooselisting.asp?sid=245
Go
Links Customize Links Free Hotmail Windows Media Windows Biz!
Featured Listings: Edit A Bid
Select A Maximum Bid Amount Per Qualified Click
Choose Listing Place Bid Confirm
Featured Listings Help
Listing Title: Keen Creator
Category/Topic: #38 Other View Bids
#7 ↳ Arts & Entertainment View Bids
#5 ↳ Entertainment
Entertainment Why don't I see my listing here?
Position Name Title Topic Max Bid
1 TKay57 How to Win in the Music Business Entertainment $0.90
2 Abdull Free DVD Movies Entertainment $0.78
3 red-jacket Writing that screenplay? Entertainment $0.76
4 chris2wright The Latest Channels On Sky TV Entertainment $0.26
Maximum Bid
Per Click: $ 0.01
Bid Expiration: Promote me whenever I'm available
Stop promoting me after I've spent: $
Continue Stop featuring listing
(you can always cancel or change your bid later)
Internet

FIG. 10C

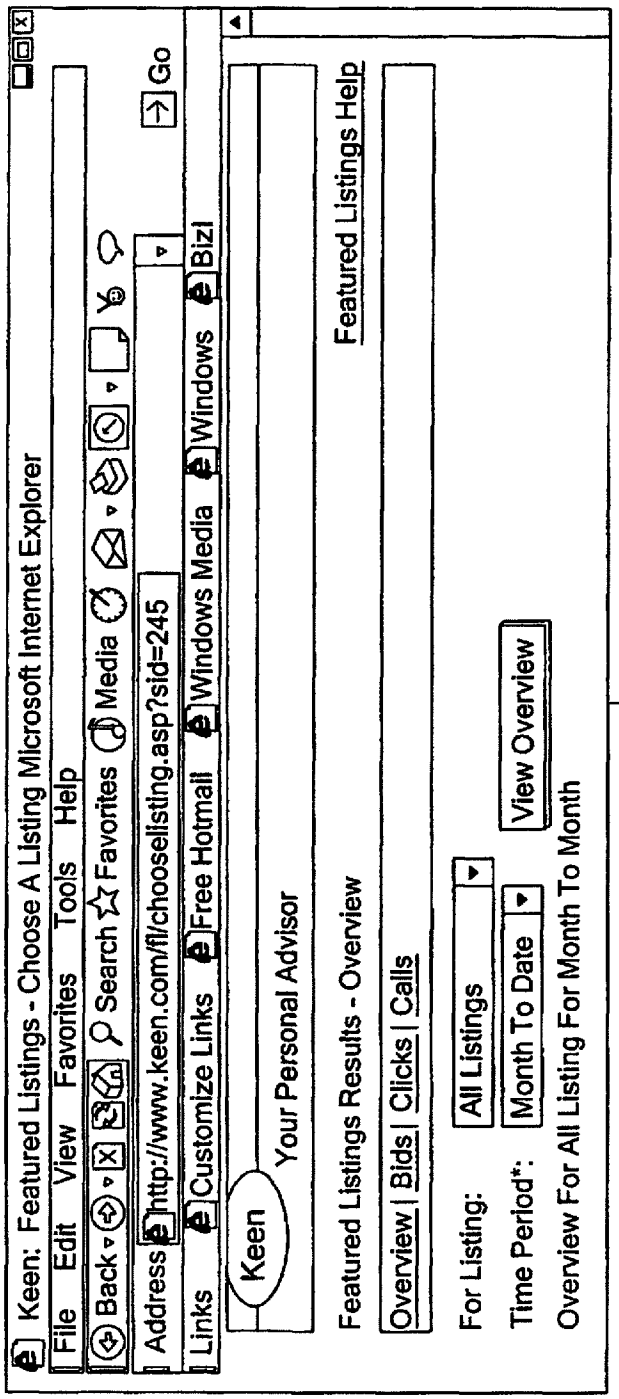

Keen: Featured Listings - Choose A Listing Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://www.keen.com/fl/chooselisting.asp?sid=245
Go
Links Customize Links Free Hotmail Windows Media Windows Bizl
Keen
Your Personal Advisor
Featured Listings Help
Featured Listings Results - Overview
Overview | Bids | Clicks | Calls
For Listing: All Listings
Time Period*: Month To Date
View Overview
Overview For All Listing For Month To Month
11B

FIG. 11A

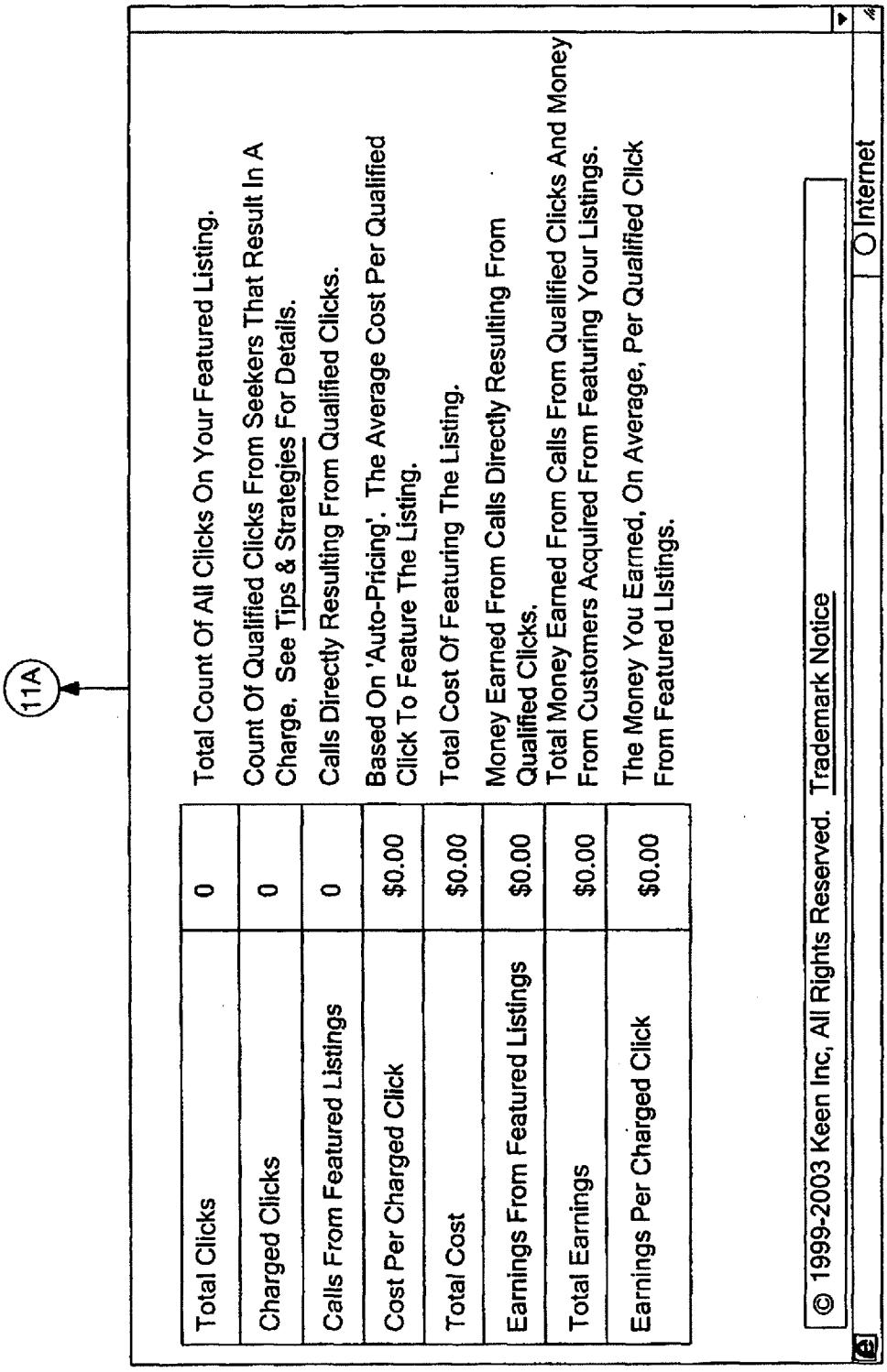

11A
Total Clicks
0
Total Count Of All Clicks On Your Featured Listing.
Charged Clicks
0
Count Of Qualified Clicks From Seekers That Result In A Charge. See Tips & Strategies For Details.
Calls From Featured Listings
0
Calls Directly Resulting From Qualified Clicks.
Cost Per Charged Click
$0.00
Based On 'Auto-Pricing'. The Average Cost Per Qualified Click To Feature The Listing.
Total Cost
$0.00
Total Cost Of Featuring The Listing.
Earnings From Featured Listings
$0.00
Money Earned From Calls Directly Resulting From Qualified Clicks.
Total Earnings
$0.00
Total Money Earned From Calls From Qualified Clicks And Money From Customers Acquired From Featuring Your Listings.
Earnings Per Charged Click
$0.00
The Money You Earned, On Average, Per Qualified Click From Featured Listings.
© 1999-2003 Keen Inc, All Rights Reserved. Trademark Notice
Internet

FIG. 11B

European Patent Office

EUROPEAN SEARCH REPORT

Application Number
EP 04 25 3389

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.7)
X	US 6 223 165 B1 (LAUFFER RANDALL B) 24 April 2001 (2001-04-24) * the whole document *	1-27	G06F17/30 G06F17/60
X	US 2002/010608 A1 (VAN DER LINDEN SEAN ET AL) 24 January 2002 (2002-01-24) * abstract; figures 1,3-6,8,10 * * paragraphs [0008], [0009] * * paragraphs [0030], [0031] *	1-27	
X	WO 01/28141 A (LINDEN SEAN V D ; LURIE STEVEN IVAN (US); FABER SCOTT (US); KEEN COM () 19 April 2001 (2001-04-19) * page 14, line 17 - page 15, line 6; claims 1-19; figures 1,3,4,6,7 * * abstract * Summary, p.7 last paragraph, p.8 first paragraph, p.11 last paragraph, p.12 first paragraph, p.13.	1-27	
A	US 6 078 866 A (BUCK BRYAN J ET AL) 20 June 2000 (2000-06-20) * abstract; figures 2b,4a,6 * * column 3, line 53 - column 5, line 3 *	1-27	TECHNICAL FIELDS SEARCHED (Int.Cl.7) G06F
A	WO 01/44973 A (NAPSTER INC) 21 June 2001 (2001-06-21) * page 2, lines 19-22 * * abstract *	1-27	
A	WO 00/73960 A (GOTO COM INC) 7 December 2000 (2000-12-07) * pages 7-10; figure 7 *	1-27	
A	WO 01/01217 A (COLORSTAMPS INC) 4 January 2001 (2001-01-04) * the whole document *	1-27	

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
Munich	2 September 2004	Huber, A

CATEGORY OF CITED DOCUMENTS

X : particularly relevant if taken alone
Y : particularly relevant if combined with another document of the same category
A : technological background
O : non-written disclosure
P : intermediate document

T : theory or principle underlying the invention
E : earlier patent document, but published on, or after the filing date
D : document cited in the application
L : document cited for other reasons

& : member of the same patent family, corresponding document

EPO FORM 1503 03.82 (P04C01)

ANNEX TO THE EUROPEAN SEARCH REPORT ON EUROPEAN PATENT APPLICATION NO. EP 04 25 3389

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

02-09-2004

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 6223165 B1	24-04-2001	AU 3398700 A	09-10-2000
		DE 10080052 T0	12-04-2001
		EP 1171839 A1	16-01-2002
		GB 2355557 A ,B	25-04-2001
		JP 2002540511 T	26-11-2002
		WO 0057326 A1	28-09-2000
		US 2002133388 A1	19-09-2002
		US 2001010043 A1	26-07-2001
		US 2001016826 A1	23-08-2001
		US 2001018662 A1	30-08-2001
US 2002010608 A1	24-01-2002	AU 4366400 A	23-04-2001
		AU 4481200 A	23-04-2001
		DE 10039733 A1	05-07-2001
		GB 2355558 A ,B	25-04-2001
		JP 2003501987 T	14-01-2003
		WO 0127825 A1	19-04-2001
		WO 0128141 A1	19-04-2001
		US 6519570 B1	11-02-2003
WO 0128141 A	19-04-2001	US 2002010608 A1	24-01-2002
		AU 4366400 A	23-04-2001
		AU 4481200 A	23-04-2001
		DE 10039733 A1	05-07-2001
		GB 2355558 A ,B	25-04-2001
		JP 2003501987 T	14-01-2003
		WO 0127825 A1	19-04-2001
		WO 0128141 A1	19-04-2001
		US 6519570 B1	11-02-2003
US 6078866 A	20-06-2000	AU 6138099 A	03-04-2000
		EP 1121651 A1	08-08-2001
		WO 0016218 A1	23-03-2000
WO 0144973 A	21-06-2001	US 6366907 B1	02-04-2002
		AU 2098201 A	25-06-2001
		CA 2393453 A1	21-06-2001
		EP 1390871 A2	25-02-2004
		JP 2004502987 T	29-01-2004
		WO 0144973 A2	21-06-2001
		US 2002055920 A1	09-05-2002
WO 0073960 A	07-12-2000	US 6269361 B1	31-07-2001
		AU 769955 B2	12-02-2004
		AU 5171400 A	18-12-2000
		BR 0011035 A	26-02-2002

EPO FORM P0459

For more details about this annex : see Official Journal of the European Patent Office, No. 12/82

ANNEX TO THE EUROPEAN SEARCH REPORT ON EUROPEAN PATENT APPLICATION NO. EP 04 25 3389

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

02-09-2004

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 0073960 A		CA 2375132 A1	07-12-2000
		CN 1378674 T	06-11-2002
		DE 20023291 U1	07-08-2003
		EP 1208500 A1	29-05-2002
		JP 2003501729 T	14-01-2003
		NZ 515534 A	29-08-2003
		WO 0073960 A1	07-12-2000
		US 2003055816 A1	20-03-2003
		US 2003033292 A1	13-02-2003
		US 2003149622 A1	07-08-2003
		US 2001051940 A1	13-12-2001
		US 2001042064 A1	15-11-2001
		US 2003208474 A1	06-11-2003
		US 2001047354 A1	29-11-2001
		US 2002169760 A1	14-11-2002
		US 2002165849 A1	07-11-2002
		ZA 200109564 A	17-02-2003
WO 0101217 A	04-01-2001	AU 6054600 A	31-01-2001
		WO 0101217 A2	04-01-2001

EPO FORM P0459

For more details about this annex : see Official Journal of the European Patent Office, No. 12/82